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Governor announces agricultural marketing campaign “Grown Fresh with Care in Delaware” logo unveiled

Today, Governor Ruth Ann Minner announced a new Delaware Department of Agriculture (DDA) marketing campaign, ***Grown Fresh with Care in Delaware***, designed to promote and increase the consumption of Delaware agricultural products. It is a public awareness initiative that will increase demand for Delaware grown agricultural products in all sectors. With the campaign comes a new logo that will identify Delaware agricultural products and set them apart from the competition.

During the announcement, Governor Minner said, “As Delaware’s Governor, I am proud to present our new agricultural products marketing program and logo to you. Whenever I see this new logo, I am going to think about the taste of delicious, red ripe strawberries, crisp green asparagus, sweet corn, succulent peaches, and a vibrant medley of so many more products that are ***Grown Fresh with Care in Delaware***; products that were picked just hours ago from nearby ground. When you see this logo, you know that the products did not travel for days from far away places. The products are picked fresh and ripe at their peak.

When I see this logo, I will know that I am eating meat, poultry, or farm raised seafood that was grown with care by local Delawareans – people that I know - on farms that I can see; farms that preserve open space, wildlife habitat, and scenic vistas; farms that preserve our heritage and rural culture – some of them dating back more than 300 years.”

Secretary Michael Scuse said, “A branded logo program is something that I have wanted for years. Delaware agricultural products are second to none in quality and the public wants to know how to find them and where to buy them. I join Governor Minner in urging the public to look for the ***Grown Fresh with Care in Delaware*** logo in their local markets and farmers’ markets. Be loyal, buy local and help Delaware’s farmers and Delaware’s economy.”

Orlando Camp, DDA Marketing Manager, said, “We are excited about the introduction of this program because it will give the farmers, for the first time, a branded program that will increase their viability and visibility to the consuming public.”

An electronic version of the logo and pictures of the unveiling are available: anne.fitzgerald@state.de.us.

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